

Macworld

For immediate release

-- IDG's *Macworld* Receives Twelve Awards From the ASBPE --
Magazine Honored for Editorial and Design Excellence

SAN FRANCISCO, May 16, 2003—IDG's *Macworld*, the premier Macintosh magazine, has been presented with twelve awards in the 2003 competition of the American Society of Business Publication Editors (www.asbpe.org). Three prestigious national awards were achieved as well as nine awards from the Western Regional chapter of the organization.

Established 25 years ago, ASBPE's Annual Awards Competition recognizes outstanding editorial, design, and Web development. With more than 2,200 entries this year, the Competition is by far the largest of its kind in the business press.

"Our editorial and design teams have put in a great deal of hard work and effort during the past year to improve *Macworld* magazine," stated Jason Snell, editor of *Macworld*. "We are most honored to have our efforts acknowledged with so many awards from the ASBPE—a distinguished organization of our peers."

The twelve awards are :

- National ASBPE Awards: Publication Redesign - *Macworld*; Special Supplement: Total OS X; and Feature Article (Design): "Tame Jaguar"
- Regional ASBPE Awards: Publication Redesign - *Macworld*; News Article: "Power Mac: Twice as Nice"; How-to Article: "Serve it Up"; Technical Article: "Bluetooth Breaks Through"; News Section: "Mac Beat"; News Article: "Does the eMac Make the Grade?"; Special Supplement: Total OS X; Opening Page or Spread: "E-Mail Guide"; and Feature Article (Design): "Tame Jaguar"

About the ASBPE

Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the professional association for full-time and freelance editors and writers employed in the business, trade, and specialty press.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches over 1.9 million influencers of computer purchases*, while the Mac Publishing Web presence garners an average of 1.7 million unique visitors. The Mac Publishing sites include: Macworld.com and MacCentral.com. Headquartered in San Francisco, Mac Publishing is a wholly-owned subsidiary of International Data Group (IDG). SOURCE: IntelliQuest CIMS v 9.0 Doublebase

About IDG

Headquartered in Boston, International Data Group (IDG) informs more people about information technology than any other company in the world and is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld*, *InfoWorld*, *Macworld*, *Network World*, *PC World*, and CIO global product lines. IDG offers online users the largest network of technology-specific sites around the world through IDG.net (www.idg.net), which comprises more than 330 websites in 70 countries. IDG is also a leading producer of 168 computer-related events in 35 countries, and research arm International Data Corporation (IDC) provides computer industry research and analysis through 51 offices in 43 countries worldwide. Company information is available at www.idg.com.

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